

ORDER



Orders
Order / Rev: 714964
Alt Order #: 06324111
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 09/19/12 / 09/19/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	74	\$57,450.00	\$48,832.50
10/22/12	10/28/12	16	\$6,425.00	\$5,461.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	90	\$63,875.00	\$54,293.75	0.00
Totals	90	\$63,875.00	\$54,293.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/16/12	10/22/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$200.00		0.00				
E 2	WUSA	10/16/12	10/22/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$400.00		0.00				
E 3	WUSA	10/16/12	10/22/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$375.00		0.00				
E 4	WUSA	10/16/12	10/22/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$400.00		0.00				
E 5	WUSA	10/16/12	10/22/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$300.00		0.00				
E 6	WUSA	10/16/12	10/22/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$225.00		0.00				

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E 7	WUSA	10/16/12	10/22/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$325.00	0.00					
E 8	WUSA	10/16/12	10/22/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$200.00	0.00					
E 9	WUSA	10/16/12	10/22/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$300.00	0.00					
E 10	WUSA	10/16/12	10/22/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$400.00	0.00					
E 11	WUSA	10/16/12	10/22/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$225.00	0.00					
E 12	WUSA	10/16/12	10/22/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	5	\$1,500.00	P-3	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$1,500.00	0.00					
E 13	WUSA	10/16/12	10/22/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$350.00	0.00					
E 14	WUSA	10/16/12	10/22/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$125.00	0.00					
E 15	WUSA	10/16/12	10/22/12	9-10a Inside Edition/Insider	CM	9-10a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		5			\$100.00	0.00					
E 16	WUSA	10/19/12	10/19/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--		1			\$1,400.00	0.00					
E 17	WUSA	10/20/12	10/20/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1			\$1,200.00	0.00					
E 18	WUSA	10/20/12	10/20/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1			\$150.00	0.00					
E 19	WUSA	10/21/12	10/21/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$7,000.00	P-4	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1			\$7,000.00	0.00					
E 20	WUSA	10/18/12	10/18/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1			\$4,000.00	0.00					
E 21	WUSA	10/16/12	10/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$1,000.00	P-3	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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E 21	WUSA	10/16/12	10/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$1,000.00	P-3	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTFSS	7		\$1,000.00		0.00						
E 22	WUSA	10/16/12	10/16/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$4,000.00		0.00						
E 23	WUSA	10/16/12	10/16/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$6,000.00		0.00						
E 24	WUSA	10/16/12	10/16/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$6,000.00		0.00						
Totals													90	\$63,875.00	